

Message Text

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64

ACTION NEA-10

INFO OCT-01 ARA-10 EUR-12 EA-09 ISO-00 EB-07 /049 W

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R 021440Z SEP 75

FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 6156

INFO USDOC WASHDC

AMEMBASSY BEIRUT

AMEMBASSY BANGKOK

AMEMBASSY BELGRADE

AMEMBASSY BOGOTA

AMEMBASSY BUENOW AIRES

AMEMBASSY THE HAGUE

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

UNCLAS CAIRO 8607

FROM PECK

E.O.11652: N/A

TAGS: BBSR, EG

SUBJECT: GLOBAL MARKET RESEARCH: POST STUDIES - COMMUNICA-
TIONS EQUIPMENT AND SYSTEMS.

REFERENCE: STATE A-5384

1. WE HAVE CLOSELY EXAMINED TERMS OF REFERENCE FOR PROPOSED
MARKET STUDY OF COMMUNICATIONS EQUIPMENT SYSTEMS. DETAILED
INTENSIVE MARKET RESEARCH OF TYPE REQUESTED WITHOUT MODIFICATION
IS BEYOND EMBASSY'S INTERNAL CAPABILITY WITHOUT SUBSTANTIALLY
LIMITING OTHER COMMERCIAL ACTIVITIES FOR PROLONGED PERIOD.
ESTIMATE CONTAINED PARA 3 REFAIR GREATLY UNDERSTATES
DEGREE OF EFFORT THAT WOULD BE REQUIRED TO DEVELOP DESIRED
INFORMATION IN EGYPT.

2. EMBASSY HAS SHOWN TERMS OF REFERENCE TO ARAB RESEARCH
ADMINISTRATION CENTER (ARAC) WHICH HAS COMPLETED THREE MARKET
STUDIES FOR USG DURING PAST YERA. THEIR INITIAL ESTIMATE IS
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THAT SUCH STUDY WOULD REQUIRE APPROXIMATELY SIX MONTHS AFTER

APPROVAL OF EGYPTIAN CENTRAL AGENCY FOR PUBLIC MOBILIZATION AND STATISTICS IS RECEIVED. APPROVAL BY THIS AGENCY WOULD PROBABLY BE REQUIRED EVEN IF EMBASSY UNDERTOOK SUCH STUDY BECAUS OF GOE CONCERNS ABOUT SECURITY OF ITS COMMUNICATIONS SYSTEMS. IN FACT EGYPTIAN CONTRACTOR SUCHAS ARAC, WHICH IS GOE-OWNED, PROPABLY WOULD HAVE GREATER ACCESS TO TYPES FOF INFORMATION SOUGHT THAN USG OFFICIALS.

3. ARAC'S INITIAL ESTIMATE OF STUDY COSTS IS APPROCIMATELY \$50 THOUSAND. WE BELIEVE ARAC OR OTHER MARKET RESEARCH ORGANIZATION PROBABLY WOULD AGREE TO DO RESEARCH FOR SUBSTANTIALLY LESS, BUT STUDY PROBABLY COULD NOT BE COMPLETED IN UNDER SIX MONTHS.
EILTS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975CAIRO08607
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750302-1035
From: CAIRO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750990/aaaadbnc.tel
Line Count: 75
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE A-5384
Review Action: RELEASED, APPROVED
Review Authority: RowellE0
Review Comment: n/a
Review Content Flags:
Review Date: 24 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <24 FEB 2003 by maustmc>; APPROVED <12 JAN 2004 by RowellE0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GLOBAL MARKET RESEARCH: POST STUDIES - COMMUNICATIONS EQUIPMENT AND SYSTEMS.
TAGS: BBSR, EG
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006